

# Iowa WIC Vendor Newsletter

Volume 17 Issue 1 October 2015

- UPC Submission Form
- WIC's Mission
- Non-Discrimination
- Coupons/Incentives
- CDP/FIS Contacts
- WIC FAQ
- State WIC Contacts



Iowa WIC Toll-Free In-State

800-532-1579

Iowa WIC Direct Number

515-281-6650



**UPC Submission:** The Iowa WIC Program has posted the "Iowa WIC UPC Submission Form" on our website at <https://www.idph.state.ia.us/wic/eWIC.aspx?SubPg=Vendors>. This form should be used to submit UPC information to the State WIC office for products to be reviewed for WIC authorization. This form is also available in paper format.

**Request the Addition of a UPC** - To request a specific product to be added to the Iowa WIC Approved Product List (APL), complete the Iowa WIC UPC Submission form. Please follow submission instructions located on the bottom of the form. Your request will be reviewed. If the product meets the nutritional requirements of the WIC Program, it will be considered to be added to the Iowa APL. Prior to requesting the addition of a UPC, Corporate/Chain stores should contact their corporate office.

## Iowa WIC UPC Submission Form

Iowa Department of Public Health Promoting and Protecting the Health of Iowans		Iowa WIC						
	Gerd W. Clabaugh, MPA Director	Terry E. Branstad Governor	Kim Reynolds Lt. Governor					
Name of company submitting UPC:		▼ State Use ▼:						
Address:		Date Received by IDPH:						
City-State-Zip:		Date reviewed by IDPH:						
Email address:		Person reviewing information:						
Telephone #:		Action by State:	Approved OR Rejected					
FAX #:		Date entered in APL listing:						
Name of person submitting form:		Date item will be activated:						
UPC and PLU Information					Attach Images			
12-13 Digit UPC Number -- Include leading (Number System Character) and trailing (Check) digit.	Product Description	UOM (lbs., ounce, grams, etc.)	Selling Unit Size	Selling Unit Retail	Ingredient Information	Nutrition Panel	Product	Barcode
725874258968	XYZ tomato juice	ounces	48 oz.	\$2.57	Y / N	Y / N	Y / N	Y / N

Please submit the form by faxing it to 515-281-4913 or e-mailing it to [IowaWIC@idph.iowa.gov](mailto:IowaWIC@idph.iowa.gov).

## WIC's Mission

- ⇒ To safeguard the health of low-income women, infants, and children up to age 5 who are at nutrition risk by providing nutritious foods to supplement diets, information on healthy eating, and referrals to health care.
- ⇒ Food, nutrition counseling, and access to health services are provided to low-income women, infants, and children under the Special Supplemental Nutrition Program for Women, Infants, and Children, popularly known as WIC.
- ⇒ WIC provides Federal grants to States for supplemental foods, health care referrals, and nutrition education for low-income pregnant, breastfeeding, and non-breastfeeding postpartum women, and to infants and children who are found to be at nutritional risk.
- ⇒ Established as a pilot program in 1972 and made permanent in 1974, WIC is administered at the Federal level by the Food and Nutrition Service of the U.S. Department of Agriculture. Formerly known as the Special Supplemental Food Program for Women, Infants, and Children, WIC's name was changed under the Healthy Meals for Healthy Americans Act of 1994, in order to emphasize its role as a nutrition program.
- ⇒ Most State WIC programs provide food instruments (vouchers or electronic benefits) that participants use at authorized food stores. A wide variety of State and local organizations cooperate in providing the food and health care benefits, and 46,000 merchants nationwide accept WIC vouchers.
- ⇒ WIC is effective in improving the health of pregnant women, new mothers, and their infants. A 1990 study showed that women who participated in the program during their pregnancies had lower Medicaid costs for themselves and their babies than did women who did not participate. WIC participation was also linked with longer gestation periods, higher birth weights and lower infant mortality.

## Non-discrimination

Vendors may not refuse to accept a properly presented WIC food instrument from any participant. The vendor must comply with the nondiscrimination provisions of Departmental regulations 7CFR parts 15, 15a and 15b. (Nondiscrimination statement on last page of newsletter)

## Coupons

Both in-store and/or national brand coupons may be used by WIC participants to reduce the cost of WIC approved foods purchased with WIC benefits.. WIC participants should be permitted to use checks/coupons from formula manufacturers to reduce the cost of products purchased with WIC funds.

## Incentives

According to Section 246.12(h)(3)(iii) of the Federal WIC regulations requires that vendors must offer WIC participants the same courtesies that are offered to non-WIC customers. A WIC authorized vendor may not treat WIC customers differently by offering incentive items that are not offered to non-WIC customers. This is a violation of Federal WIC regulations and will result in a vendor violation.

### \*\*\* CDP/FIS Contact Persons for eWIC Technical Questions \*\*\*

- ♦ Jim Chilcoat      [Jim.Chilcoat@cdpehs.com](mailto:Jim.Chilcoat@cdpehs.com)      502-695-1999  
Retail Relationship Manager CDP — **Integrated Systems**
- ♦ Steven Jeantet      [Steven.Jeantet@cdpehs.com](mailto:Steven.Jeantet@cdpehs.com)      405.496.9192  
Deputy Project Manager CDP — **Integrated Systems**
- ♦ Gail Lumsden      [Gail.Lumsden@fisglobal.com](mailto:Gail.Lumsden@fisglobal.com)      414-815-1410  
Senior Program Manager—Government Solutions (FIS) — **Stand Beside Systems**

## WIC Frequently Asked Questions

? **If an Authorized Iowa Grocery WIC Vendor does not inventory 16-ounce Whole Wheat Bread is the store permitted to substitute another bread?**

No. Stores are not allowed to make substitutions. The only Iowa WIC authorized bread item is Whole Wheat Bread. Whole wheat must be the primary ingredient by weight in all whole wheat bread products. Whole wheat bread must also conform to FDA standard of identity at 21 CFR Part 136.180.

? **If an Authorized Grocery WIC Vendor does not inventory one of the authorized Soy Beverages, are the stores permitted to substitute Lactose Free or Lactose Reduced milk?**

No. Stores are not allowed to make substitutions. The only size containers of soy beverage are 1/2 gallon Silk Original, 8th Continent Vanilla and 8th Continent Original.

? **How long are WIC benefits valid?**

Iowa WIC benefits are issued for and are valid for 30 days. Benefits do "NOT" carry over to the next month

? **How can I find the location of the WIC Agency serving my marketing area?**

You may go to the Iowa WIC Web site: [www.idph.state.ia.us/wic](http://www.idph.state.ia.us/wic), Click on Resources, then Click on Resources home, Scroll down and click on Program links. An Iowa county map will come up, Click on the county where your business is located. **Example of information:**

Name: Webster County Health Department

Phone Numbers: (800) 510-7756 or (515) 574-3802

Agency Address: 723 1st Avenue South

Agency City: Fort Dodge

Agency Zip Code: 50501

Agency Office Hours: Monday-Friday 8:00 am - 4:30 pm

— Local clinic information —

Local Clinic Option 1: Dayton

Local Clinic Option 1 Service Date & Hours: 1st Thursday of even months 9 am - 4 pm

Local Clinic Option 1 Phone Numbers: (515)571-0204

Local Clinic Option 2: Fort Dodge

Local Clinic Option 2 Service Date & Hours: 1st Mon, 4th Wed or 4th Thurs 8:30 am - 4:30 pm;

2nd Thurs 10:30-7pm

? **May an Iowa WIC Authorized Vendor accept WIC benefits from other states?**

No. Authorized Iowa WIC Grocery Vendors may only accept WIC benefits issued within the state of Iowa.

? **If an Authorized Iowa Grocery WIC Vendor does not inventory a 64-ounce refrigerated orange juice, may the participant purchase smaller container (IE: a 59-ounce or less container)?**

No. Stores are not allowed to make substitutions.

? **One of the Iowa vendor requirements is a store must be a "full service grocery store" to be considered for authorization as an Iowa Approved Grocery Vendor. What is a full service grocery store?**

To be considered a full service grocery store in Iowa a retail store must stock a minimum inventory in the following food groups: fresh and frozen meats and poultry, canned, fresh and frozen fruits and vegetables, dairy products, cereals, canned fish, breadstuffs and infant foods and formula.

? **When I complete my WIC Vendor application form, may I FAX it to the Iowa WIC Program?**

No, the Iowa WIC office must receive the ORIGINAL application documents via US mail.

Iowa Department of Public Health  
Attn: Iowa WIC Program  
Lucas State Office Building  
321 East 12th Street  
Des Moines, Iowa 50319-0075

**Attn: Store Management and Store Associates**  
**October 2015 WIC Newsletter Vol 17 Issue 1**

**Iowa Program Vendor Contacts**

WIC Vendor Coordinator—Don Gourley	515-281-6205	donald.gourley@idph.iowa.gov
WIC Vendor Representative—Ken Kane	515-281-3929	kenneth.kane@idph.iowa.gov
WIC Vendor Nutritionist—Nicole Newman	515-281-4545	nicole.newman@idph.state.gov
WIC Bureau Secretary—Sherry Smith	515-281-6650	sherry.smith@idph.state.gov
<b>In-State Toll Free #: 800-532-1579</b>		<b>State WIC FAX#: 515-281-4913</b>

**Iowa Department of Public Health**

**Attn: Iowa WIC Program**

**321 East 12th Street**

**Des Moines, Iowa 50319-0075**

**Iowa Web site: [www.idph.state.ia.us/wic](http://www.idph.state.ia.us/wic)**

**FNS Web site: <http://www.fns.usda.gov/wic>.**

**Iowa WIC Facebook site: [www.idph.state.ia.us/wic](http://www.idph.state.ia.us/wic)**



The Iowa WIC Program reserves the right to limit the purchase of products that cost more than average price of similar products, in order to serve as many participants as possible under USDA guidelines. Products with special claims may not be approved.

The U.S. Department of Agriculture prohibits discrimination against its customers, employees, and applicants for employment on the bases of race, color, national origin, age, disability, sex, gender identity, religion, reprisal, and where applicable, political beliefs, marital status, familial or parental status, sexual orientation, or all or part of an individual's income is derived from any public assistance program, or protected genetic information in employment or in any program or activity conducted or funded by the Department. (Not all prohibited bases will apply to all programs and/or employment activities.)

If you wish to file a Civil Rights program complaint of discrimination, complete the [USDA Program Discrimination Complaint Form](http://www.ascr.usda.gov/complaint_filing_cust.html), found online at [http://www.ascr.usda.gov/complaint\\_filing\\_cust.html](http://www.ascr.usda.gov/complaint_filing_cust.html), or at any USDA office, or call (866) 632-9992 to request the form. You may also write a letter containing all of the information requested in the form. Send your completed complaint form or letter to us by mail at U.S. Department of Agriculture, Director, Office of Adjudication, 1400 Independence Avenue, S.W., Washington, D.C. 20250-9410, by fax (202) 690-7442 or email at [program.intake@usda.gov](mailto:program.intake@usda.gov).